

Message Text

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PAGE 01 BANGKO 02708 270339Z
ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W
-----044236 272110Z /14
R 260920Z JAN 78
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 8818

UNCLAS BANGKOK 2708

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI: ELCOM RESEARCH CO., LTD.

REF: USDOC 00067

1. THAILAND
OFFICE USE: 2. 549 3. 0163200 4. 01
5. ELCOM RESEARCH CO., LTD.
6. 69 SUKHUMVIT ROAD
7. BANGKOK
8. CONTACT: GOVIT JIRA
9. TITLE: PRESIDENT
OTHER OFFICIALS ARE: ATHIVAS JIRA, DIRECTOR AND AMARIT JIRA,
CHAIRMAN.
10. PHONE: 3932387 11. TELEX: NA
12. CABLE: ELCOMEX
13. ESTBL: 1962 14. EMPL: 150 15. SIZE: LARGE
16. REPUTATION: Y-SATISFACTORY 17. RPT DATE: 01/78
OFFICE USE: 18. K 19. NA 20. X 21. NA 22. NA
23A. 366210/01 MFR. RTR. OF RADIO TRANSCEIVERS
23B. 36510/01 MFR. RTR. OF AUDIO AMPLIFIERS
23C. 36290/01 MFR. RTR. OF BATTERY CHARGERS
23D. 36790/01 MFR. RTR. OF ELECTRONIC COMPONENTS
24. FOREIGN SALES: NA
25. FINANCIAL REF: BANGKOK METROPOLITAN BANK, BANGKOK.

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26. TRADE REFS: MOTOROLA INC., 9401 W. GRAND AVE., FRANKLIN
PARK, ILL. 60131; HEWLETT PACKARD, 3200 HILLVIEW AVE., PALO ALTO,
CALIFORNIA.
27. FOREIGN FIRM REPRESENTED: NA
28. POST EVALUATION: ELCOM RESEARCH CO., LTD. WAS INCORPORATED
IN 1968 WITH AN AUTHORIZED CAPITAL OF \$500,000 TO ACT AS
MANUFACTURER AND RETAILER OF SOLID STATE SSB HIGH FREQUENCY FIXED

AND PORTABLE RADIO TRANSMITTER-RECEIVERS, VHF-FM HAND HELD RADIO TRANSCEIVERS, MOBILE RADIOS, LOW POWER LIGHT WEIGHT HIGH FREQUENCY CW PORTABLE PACK SETS, VHF-AM AVIATION BAND RADIO TRANSMITTER-RECEIVERS, 6 CHANNEL, SSB-HF RADIO COMMUNICATION RECEIVERS, 500 WATT DC-AC EMERGENCY POWER SUPPLY FOR RADIO COMMUNICATION AND ELECTRONIC EQUIPMENT, REGULATED POWER SUPPLY DC-AC, AC-DC POWER INVERTERS, BATTERY OPERATED FLUORESCENT LAMPS AND SPECIAL DESIGN ELECTRONIC CONTROL AND COMMUNICATION EQUIPMENT. FIFTY PERCENT OF ITS IMPORTED COMPONENTS ARE FROM JAPAN WITH THE REMAINDER FROM U.S. AND KOREA. IT OWNS A TWO-STORY BUILDING OF 800 SQ. METERS INCLUDING AN OFFICE OF 100 SQ. METERS, A DISPLAY ROOM OF 200 SQ. METERS AND A FACTORY OF 500 SQ. METERS, LOCATED IN ONE OF BANGKOK'S BUSINESS DISTRICTS. THE ANNUAL PRODUCTION CAPACITY IS 50,000 UNITS OF ELECTRONIC COMMUNICATION EQUIPMENT WITH PLANT ACTUALLY OPERATING AT 65 PERCENT OF ITS FULL CAPACITY. THE TOTAL INVESTMENT IN CAPITAL EQUIPMENT IS \$475,000. SUBJECT FIRM IS CLOSELY ASSOCIATED WITH FOLLOWING FIRMS: G. SIMON RADIO CO., LTD. (AN IMPORTER AND DISTRIBUTOR OF ELECTRONIC EQUIPMENT AND RADIO TRANSMITTING TUBES) AND ELCOMEX (A MANUFACTURER OF CB AND CRYSTALS FOR ELECTRONIC EQUIPMENT). FIRM'S ALES VOLUME IN 1976 WAS REPORTED TO BE \$1,500,000 REPRESENTING AN INCREASE OF 70 PERCENT OVER THE FIGURE REPORTED TO THE EMBASSY IN 1976. IT IS MANAGED BY MR. AMARIT JIRA (JONAS EDDY), CHAIRMAN AND MR. GOVIT JIRA, DIRECTOR WHO WORKED FOR SEVERAL YEARS IN AN ELECTRONICS FIRM IN THE U.S. AND IS RESPONSIBLE FOR TECHNICAL DESIGN AND PRODUCTION. FIRM EMPLOYS 150 PEOPLE INCLUDING 10 SALESMEN. LOCAL BANK REPORTS UNCLASSIFIED

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FAVORABLY ON THE SUBJECT FIRM. IT IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

29. PREP: SATHIT/SOMSAK APPR: JAMES H. SAVERY
WHITEHOUSE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 jan 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BANGKO02708
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780041-0624
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780121/aaaaarqp.tel
Line Count: 99
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: fe4a09e0-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 02 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3712945
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI: ELCOM RESEARCH CO., LTD.
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/fe4a09e0-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
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